

07/18/00

JCS65 U.S. PTO

UTILITY  
PATENT APPLICATION  
TRANSMITTAL

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Attorney Docket No.

7791-0123-25 CONT

First Inventor or Application Identifier

LARRY J. DAY, ET AL.

Title

TARGETED MARKETING AND PURCHASE BEHAVIOR MONITORING  
SYSTEM#4  
PaeAPPLICATION ELEMENTS  
See MPEP chapter 600 concerning utility patent application contents

1. ☒ Fee Transmittal Form (e.g. PTO/SB/17)  
(Submit an original and a duplicate for fee processing)
2. ☒ Specification Total Pages
3. ☒ Drawing(s) (35 U.S.C. 113) Total Sheets
4. ☒ Oath or Declaration Total Pages 
  - a. ☐ Newly executed (original or copy)
  - b. ☒ Copy from a prior application (37 C.F.R. §1.63(d))  
(for continuation/divisional with box 15 completed)
    - i. ☐ DELETION OF INVENTOR(S)  
Signed statement attached deleting inventor(s) named  
in the prior application, see 37 C.F.R. §1.63(d)(2) and  
1.33(b).
5. ☒ Incorporation By Reference (usable if box 4B is checked)  
The entire disclosure of the prior application, from which a copy of the  
oath or declaration is supplied under Box 4B, is considered to be part  
of the disclosure of the accompanying application and is hereby  
incorporated by reference therein.

ADDRESS TO: Assistant Commissioner for Patents  
Box Patent Application  
Washington, DC 20231

## ACCOMPANYING APPLICATION PARTS

6. ☒ Assignment Recorded at Reel/Frame 01000770289
7. ☒ Power of Attorney (Copy)
8. ☐ English Translation Document (if applicable)
9. ☒ Information Disclosure Statement (IDS)/PTO-1449  
(Copy)
10. ☒ Preliminary Amendment
11. ☒ White Advance Serial No. Postcard
12. ☐ Small Entity Statement(s) ☐ Statement filed in prior  
application. Status still proper  
and desired.
13. ☐ Certified Copy of Priority Document(s)  
(if foreign priority is claimed)
14. ☒ Other: Request for Priority  
Change of Correspondence Address  
In Parent 08/978,856  
Associate Power of Attorney  
In Parent 08/978,856  
Assignment (Copy)

15. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below:

☒ Continuation ☐ Divisional ☐ Continuation-in-part (CIP) of prior application no.: 08/978,856  
Prior application information: Examiner: POINVIL, F. Group Art Unit: 2761

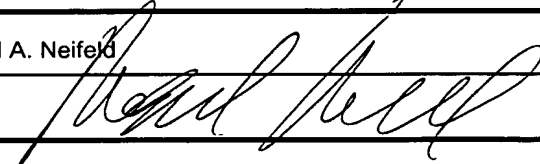
16. Amend the specification by inserting before the first line the sentence:

☐ This application is a ☒ Continuation of application Serial No. 08/978,856, filed on 11/26/97, which is a continuation of  
application Serial No. 08/514,467, filed on 08/11/95.

☐ This application claims priority of provisional application Serial No. Filed

## 17. CORRESPONDENCE ADDRESS

OBLON, SPIVAK, MCCLELLAND, MAIER & NEUSTADT, P.C.  
FOURTH FLOOR  
1755 JEFFERSON DAVIS HIGHWAY  
ARLINGTON, VIRGINIA 22202  
(703) 413-3000  
FACSIMILE: (703) 413-2220

Name:	Richard A. Neifeld	Registration No.:	35,299
Signature:		Date:	7-17-00
Name:		Registration No.:	

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Docket No. 7791-0123-25 CONT

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

INVENTOR(S) LARRY J. DAY, ET AL.

SERIAL NO: NEW APPLICATION

FILING DATE: HEREWITH

FOR: TARGETED MARKETING AND PURCHASE BEHAVIOR MONITORING SYSTEM

**FEE TRANSMITTAL**

ASSISTANT COMMISSIONER FOR PATENTS  
WASHINGTON, D.C. 20231

FOR	NUMBER FILED	NUMBER EXTRA	RATE	CALCULATIONS
TOTAL CLAIMS	108 - 20 =	88	× \$18 =	\$1,584.00
INDEPENDENT CLAIMS	12 - 3 =	9	× \$78 =	\$702.00
<input type="checkbox"/> MULTIPLE DEPENDENT CLAIMS (If applicable)			+ \$260 =	\$0.00
<input type="checkbox"/> LATE FILING OF DECLARATION			+ \$130 =	\$0.00
BASIC FEE				\$690.00
TOTAL OF ABOVE CALCULATIONS				\$2,976.00
<input type="checkbox"/> REDUCTION BY 50% FOR FILING BY SMALL ENTITY				\$0.00
<input type="checkbox"/> FILING IN NON-ENGLISH LANGUAGE			+ \$130 =	\$0.00
<input type="checkbox"/> RECORDATION OF ASSIGNMENT			+ \$40 =	\$0.00
TOTAL				\$2,976.00

- ☐ Please charge Deposit Account No. 15-0030 in the amount of
- ☒ A check in the amount of **\$2,976.00** to cover the filing fee is enclosed.
- ☒ The Commissioner is hereby authorized to charge any additional fees which may be required for the papers being filed herewith and for which no check is enclosed herewith, or credit any overpayment to Deposit Account No. 15-0030. A duplicate copy of this sheet is enclosed.

Respectfully Submitted,

OBLON, SPIVAK, McCLELLAND,  
MAIER & NEUSTADT, P.C.

Richard A. Neifeld

Registration No. 35,299

Date: 11-17-00

Fourth Floor  
1755 Jefferson Davis Highway  
Arlington, Virginia 22202  
Tel. (703) 413-3000  
Fax. (703) 413-2220  
(OSMMN 11/98)

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